PUBLIC INFORMATION

and Outreach

Goal 1

To improve dissemination of NIDDK information and research advances that disproportionately affect Hispanic/Latino American populations

Initiatives applicable across NIDDK are detailed here. Public information and outreach initiatives unique to the specific areas of focus were presented under the respective focus areas.

Current Activities

NIDDK publishes an extensive inventory of publications for Hispanic/Latino American audiences, including the following topics: diabetes, end-stage renal disease, chronic hepatitis C, peptic ulcer disease and *H. pylori*, and urinary incontinence in women (seven-part series). Future materials include obesity and weight control and gallbladder disease.

Potential New Initiative

Increase coverage by Spanish-language media outlets of causes, prevention, symptoms, and treatment of diseases and disorders that disproportionately impact Hispanic/Latino American audiences, such as type 2 diabetes, obesity, and gallbladder disease.

Action Plan

To improve outreach to Spanish-language media by:

- Developing a directory of Spanish-language media and reporters.
- Identifying researchers, educators, and other experts who speak Spanish as expert sources for interviews.
- Translating news releases and additional publications into Spanish.
- Working with NIH Hispanic Coordinator to improve links between NIDDK Web materials and NIH Spanish-language Web site.
- Developing NIDDK Web site to better serve Spanish-speaking media and public.
- Fostering Hispanic fellowships in health journalism by Knight Fellow Program and other programs in health communications.
- Attending the annual meeting of the Society of Hispanic Journalists.

Public Information and Outreach

Goal 2

To establish a communication network with African American, Hispanic/Latino American, and American Indian health professional organizations to improve the number of minority group members participating in biomedical research

Current Activities

NIDDK attends and exhibits at a series of national conferences of minority research organizations every year.

Potential New Initiative

Developed a 2-day conference agenda for "Research Centers and Training, 2000," which was held at NIH in Bethesda, Maryland.

Action Plan

Established an NIH-wide Working Group to plan the conference and developed a directory of network organizations.

Goal 3

To improve methods of communication with minority patient populations and health professionals by identifying those technologies that are being adopted in African American, Hispanic/Latino American, and American Indian communities

Current Activities

NIDDK uses a variety of techniques and tools to reach specific audiences. For example, most programs use traditional media such as printed brochures, fact sheets, posters and kits; audiovisual materials such as 30- or 60-second public service announcements (PSAs) on television; pre-recorded or live announcer PSAs on radio; and toll-free telephone numbers. In the past 5 years, the items in the toolbox have expanded to include the Internet Web sites, e-mail, portable computers, and cellular telephones. The evolution of acceptance of new technologies generates a continuing need to assess the communications climate in minority populations.

Potential New Initiative

Develop data that demonstrates diffusion of technologies into African American, Hispanic/Latino American, American Indian, Asian American, and Native Hawaiian and other Pacific Islander populations to assist in planning of communications, outreach, and education programs.

Action Plan

Work with the planning committee of the NIDDK-led Fourth Annual NIH Health Communication Forum to design an agenda for identifying sources of this data. Commission minority marketing firms to develop reports and recommendations that address diffusion in minority audiences.